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ABSTRACT

A study was conducted to determine the reading habits and attitudes of parents and their children and to determine parents' familiarity with Reading Rainbow (a television program intended to stimulate young children's interest in reading for pleasure) and their attitudes toward the program. A total of 707 questionnaires were completed by parents of children ages five through eight. Results indicated that most parents read daily, but they read newspapers and/or magazines more frequently than books. Half said that their children initiated reading by themselves on a daily basis. Children who read regularly were likely to live in families that read books frequently and were encouraged to read by their parents daily. The large majority of parents said that their children loved to read for pleasure but many of them also believe that their children find other activities more interesting than reading. Boys were said to read less frequently than girls. Almost all parents believed that their children's interest in reading would be directly correlated to their future success as adults. Almost all parents encouraged their children to read for pleasure by reading themselves and by reading to/with the children. Among those familiar with the Reading Rainbow program, over two-thirds encouraged their children to watch the show and over half reported that their children asked for books from the program. Parents who are daily readers of books were more likely to encourage their children to watch the program than those who read newspapers and magazines. Boys and girls were reported to respond similarly to Reading Rainbow in terms of asking for books from the show. (Twenty-four tables of data are included. Appendixes include the demographic profile of respondents and the questionnaire.)
(MG)

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FINAL REPORT

READING RAINBOW STUDY

CONDUCTED FOR:

THE KELLOGG COMPANY
ON BEHALF OF READING RAINBOW

CONDUCTED BY:

NFO RESEARCH, INC.

AUGUST 1990

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RESPONDENT DEMOGRAPHIC PROFILE

QUESTIONNAIRE

BACKGROUND AND OBJECTIVES

For a number of years, the television program Reading Rainbow has appeared on PBS from May to September. The goal of the program has been to stimulate young childrens' interest in reading for pleasure during the summertime, when they are out of school.

Reading Rainbow is now going to be a year-round program, as of September 1990. In order to help launch the switch to a year-round program, research was needed to determine:

- reading habits and attitudes of 5-8 year-olds and their parents
- parents' familiarity with Reading Rainbow and their attitudes toward the program

Results of this research will be used to help develop a promotional program to introduce the year-round Reading Rainbow show.

METHOD

This study was done by mail among the NFO Research, Inc., panel of consumers recruited for research purposes. A total of 1,098 questionnaires were mailed on July 3, 1990 to NFO panel members who have children between the ages of 5 and 8 years. An equal number of questionnaires were sent to parents of 5 year-olds, 6 year-olds, 7 year-olds, and 8 year-olds. Within each age, the children were evenly divided between boys and girls. The households included in the study were also selected to match the U.S. Census profile of households with 5-8 year-olds for the following location and demographic characteristics:

- geographic region
- age of household head
- annual household income
- market size
- household size

Respondents received a four-page questionnaire and were questioned to determine:

- their family's reading habits
- reading frequency for themselves and their child
- their child's level of interest in reading
- their level of concern with their child's reading skills and interest
- what the parent does to encourage their child to read for pleasure
- importance of children's television programming attributes
- familiarity with Reading Rainbow program
- their attitude toward and their child's response to Reading Rainbow

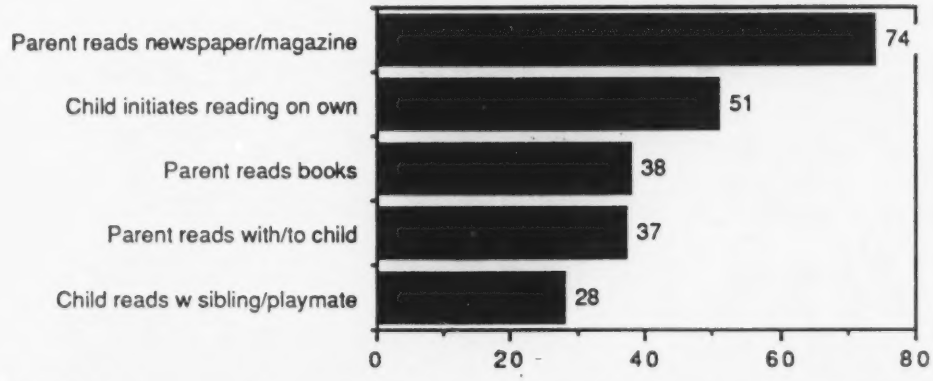
A total of 707 completed questionnaires were received by the August 1, 1990 end of the questionnaire answering period, for a completion rate of 64 percent.

EXECUTIVE SUMMARY

READING HABITS AND ATTITUDES

- Most parents read daily, but they read newspapers and/or magazines more frequently than books. Half say that their child initiates reading by him/herself on a daily basis. Children read less frequently with their parents or with other children.

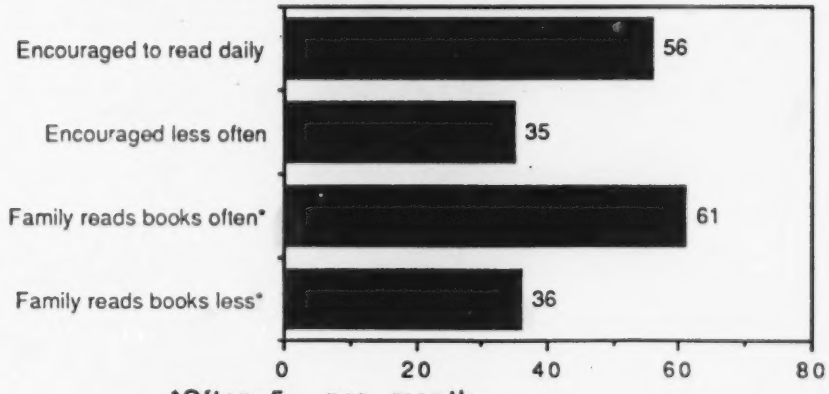
Pleasure Reading Activities- % Who Take Part Daily



- Children who read regularly (on a daily basis) are likely to:

  --live in families that read books frequently
  --be encouraged each day to read by their parent(s)

Effect of Encouragement and Family Book Reading on Child's Reading (% Who Initiate Reading Daily)



*Often=5+ per month;
less often=< 5 per month

- The large majority of parents say their child "loves to read for the pleasure of reading both at school and home." On the other hand, many of them believe that their child finds other activities--such as outdoor play, watching TV, and video games--more interesting than reading.

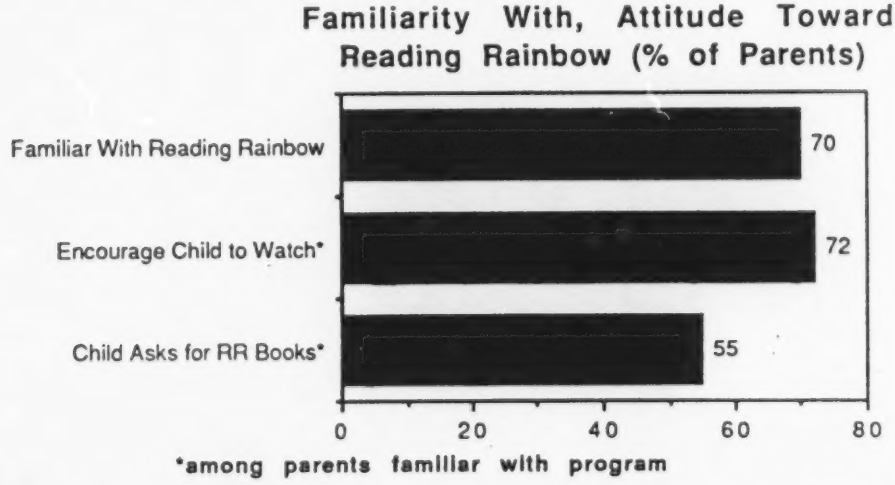
- Boys are said to read less frequently than girls, and are thought to more strongly prefer other activities over reading.

- Almost all parents--even those who personally read infrequently--believe that their child's interest in reading will be directly correlated to his/her future success as an adult. The large majority are extremely or very concerned that their child develops strong functional reading skills and strong interest in reading for pleasure.

- Almost all parents encourage their children to read for pleasure by reading themselves (to set an example) and by reading to/with the child. The majority take their child to the library and buy them books as gifts at least once a month.

READING RAINBOW FAMILIARITY AND ATTITUDES

- Seven out of ten parents are familiar with the Reading Rainbow public television program. Among those familiar with the show, over two-thirds encourage their child to watch the program and over half report that their child asks for books that he/she has heard about from the program.



- Parents who are familiar with Reading Rainbow are likely to read books, newspapers, and/or magazines on a daily basis. However, daily readers of books are more likely than daily readers of newspapers/magazines to encourage their child to watch the program.

- Parental encouragement to watch Reading Rainbow is highly related to children's requests for books from the show. Children who are not encouraged to watch the program are not likely to ask for books. Children are also more likely than average to ask for Reading Rainbow books if they:

  --visit the library regularly (once a month or more)
  --like to read both at school and for pleasure
  --live in a family that reads books regularly

- Boys and girls are reported to respond similarly to Reading Rainbow (in terms of asking for books from the show). Familiarity with the program is higher among parents of boys than among parents of girls.

DETAILED FINDINGS

PLEASURE READING HABITS OF FAMILY

Almost all families with 5-8 year-olds bring newspapers, magazines, and books into their home for pleasure reading.

Families most typically bring in about one newspaper a day, although a substantial percentage only bring in one or two a week. Between three and five magazines per month are commonly brought into the home.

The frequency of bringing books into the home for pleasure reading varies more widely. About half of the families bring home between one and five books per month, while one out of five bring home 12 books or more on a monthly basis.

PLEASURE READING HABITS OF FAMILY

	Newspapers Per Week	Magazines Per Month	Books Per Month
12 or More	5%	6%	22%
9-11	9	8	13
6-8	42	20	12
3-5	11	46	25
1 or 2	27	17	21
None	6	3	6
Mean	5.3	5.2	8.7
Base	(707)	(707)	(707)

Q.1: How many newspapers would you say your family brings into your home for pleasure reading, on a weekly basis?

Q.2: How many magazines would you say your family brings into your home for pleasure reading, on a monthly basis?

Q.3: How many books would you say your family brings into your home for pleasure reading, on a monthly basis?

FREQUENCY OF FAMILY'S PLEASURE READING ACTIVITIES

Three-quarters of parents read newspapers and/or magazines on a daily basis; only half as many (38%) read books daily.

Half of parents say that their child initiates reading by him/herself on a daily basis. Children are less likely to read with their parents or with siblings and/or playmates--once or twice a week is a more typical frequency than daily.

FREQUENCY OF FAMILY'S PLEASURE READING ACTIVITIES

	Daily	Once or Twice A Week	Once or Twice A Month	Every Couple Of Months	Rarely Read
I, as a parent(s), read newspapers and/or my child initiates reading by him/herself	74%	21%	4%	1%	1%
My child initiates reading by him/herself	51	36	6	1	6
I, as a parent(s), read books	38	26	17	10	9
As a parent, I read with/to my child	37	45	11	3	4
My child reads with sibling and/or playmates	28	41	15	5	11

(Base: 707)

Q.4: Looking at the list of statements below, check the box that best describes how often you read for pleasure in your family.

CHARACTERISTICS OF CHILDREN WHO READ DAILY

Children who live in families that frequently read books are likely to become daily readers themselves--alone, with their parents and with other children. Children who are encouraged daily to read by their parents are, in fact, likely to read on a daily basis. Families that read books less often, and parents who less regularly encourage their children to read are likely to have children who are relatively infrequent readers. (See the tables below and on the next page for details.)

Girls are much more likely than boys to initiate reading by themselves, or to read with other children on a daily basis. However, parents are as likely to read with/to their boys as their girls. (See the table on Page 11 for details.)

	Family's Book Reading Frequency	
	Heavy*	Light*
% of Children Doing Daily		
Initiates reading by him/herself	(61%)	36%
Reads with siblings and/or playmates	(35)	18
As a parent, I read with/to my child	(45)	25
Base	(399)	(295)

*Heavy = 5 or more books per month.
Light = 4 or fewer books per month.

FREQUENCY OF CHILD'S READING ACTIVITIES
(By Frequency of Reading Encouragement)

	Reading Encouragement Daily	Less Often
% of Children Doing Daily		
Initiates reading by him/herself	56%	35%
Reads with siblings and/or playmates	35	18
Base	(546)	(159)

FREQUENCY OF CHILD'S READING ACTIVITIES
(By Sex of Child)

	Girls	Boys
% of Children Doing Daily		
As a parent(s), I read with/to my child	36%	38%
My child initiates reading by him/herself	(64)	38
My child reads with siblings and/or playmates	(37)	19
Base	(349)	(358)

HOW OFTEN CHILD VISITS LIBRARY

Children between the ages of 5 and 8 years are likely to visit the library once or twice a month. A quarter visit once or twice a week.

HOW OFTEN CHILD VISITS LIBRARY

	% of Total
Daily	*
Once or twice a week	28%
Once or twice a month	43
Every couple of months	16
Rarely/never	14
Base	(707)

*Less than 0.5%

Q.6: How often would you say your child visits the library?

DESCRIPTION OF CHILD'S READING HABITS

The large majority of parents say that their child "loves to read for the pleasure of reading both at school and home."

DESCRIPTION OF CHILD'S READING HABITS

	% of Total
Loves to read for the pleasure of reading both at school and home	75%
Reads what is necessary for school work, but not much pleasure reading	12
Not very interested in reading school work, but is interested in pleasure reading	7
Not very interested in reading for either school or pleasure	4
Child not in school yet	2
Cannot read yet	1
Base	(707)

Q.5: Which of the following best describes your child's reading habits?

CHILD'S INTEREST IN READING COMPARED TO OTHER OPTIONS

Although many parents say that their child is just as interested in reading as in other recreational options, many others believe that their child prefers these other activities to reading. Outdoor play is especially likely to be seen as preferable to reading; indoor play is viewed as most comparable to reading in its interest level.

CHILD'S INTEREST IN READING COMPARED TO OTHER OPTIONS

	More Interested in Reading	Like Reading Equally	Less Interested In Reading
Outdoor play	8%	40%	52%
Watching TV	10	49	41
Video games	28	30	42
Indoor play	17	62	21

(Base: 707)

Q.7: Comparing reading (for enjoyment) against the following, how interested in reading would your child be if the other option was. . .

GIRLS' AND BOYS' INTEREST IN READING VERSUS OTHER OPTIONS

Boys are perceived as substantially less interested in reading, relative to other activities, than are girls. Girls and boys especially differ in their preferences for reading versus video games. The majority of boys prefer video games, while girls tend to prefer reading.

GIRLS' AND BOYS' INTEREST IN READING VERSUS OTHER OPTIONS

	More Interested In Reading		Less Interested In Reading	
	Girls	Boys	Girls	Boys
Outdoor play	10%	6%	42%	(62%)
Watching TV	(14)	6	32	(50)
Video games	(41)	15	29	(54)
Indoor play	(22)	12	16	(26)
Base	(349)	(358)	(349)	(358)

CONCERN WITH CHILD'S FUNCTIONAL READING SKILLS AND PLEASURE READING INTEREST

Parents want their children to develop strong functional reading skills and strong interest in reading for pleasure. However, they have greater concern with their child's functional reading skills than with his/her interest in reading for pleasure.

CONCERN WITH CHILD'S FUNCTIONAL READING SKILLS AND PLEASURE READING INTEREST

	Functional Reading Skills	Interest in Reading for Pleasure
Extremely concerned	(73%)	54%
Very concerned	21	29
Somewhat concerned	4	(14)
Not very concerned	1	2
Not at all concerned	1	1
Base	(707)	(707)

Q.8: How concerned would you say you are, as a parent(s), that your child develops strong. . .

PERCEIVED IMPACT OF READING ON SUCCESS

Almost all parents believe that their child's interest in reading will be directly correlated to his/her future success as an adult.

PERCEIVED IMPACT OF READING ON SUCCESS

	% of Total
There is a direct correlation between reading and success	89%
A minor impact on his/her success	10
No impact at all	1
Base	(697)

Q.9: In your personal opinion, what impact would you say your child's interest in reading (at a young age) will have on his/her future success as an adult?

PERCEIVED IMPACT OF READING ON SUCCESS
(Among Parents Who Read Frequently Versus Infrequently)

Parents who read books, newspapers, and/or magazines daily are especially likely to perceive a direct correlation between reading and success, but even parents who read infrequently usually agree that a direct connection exists.

PERCEIVED IMPACT OF READING ON SUCCESS

% Seeing Direct Correlation Between Reading and Success:	% of Parents	(Base)
Total Parents	89%	(707)
Read books daily	91	(266)
Read books once or twice a week	86	(181)
Read books once or twice a month	88	(121)
Read books less than once a month	83	(131)
Read newspapers and/or magazines daily	91	(511)
Newspaper/magazines once or twice a week	81	(144)
Newspaper/magazines less than once a week	79	(39)*

*Caution: small base

HOW PARENTS ENCOURAGE CHILD TO READ FOR PLEASURE

Parents most frequently encourage their child to read for pleasure by reading themselves, to set an example. Other commonly practiced forms of encouragement are reading to/with their child and setting aside time to read. In addition, over half of parents say that they take their child to the library, and buy them books as gifts, at least once a month.

HOW PARENTS ENCOURAGE CHILD TO READ FOR PLEASURE

	Daily	Once a Month or More
I read myself to set an example	64%	91%
Read to/with them	38	90
Set aside time to read	37	77
Buy them books as gifts	8	58
Take my child(ren) to the library	5	64
Reward them for reading	6	32
Base	(707)	(707)

Q.10: What do you do, if anything, as a parent, to encourage your child to read for pleasure?

IMPORTANCE OF CHILDREN'S TELEVISION PROGRAM CHARACTERISTICS

Parents tend to say that the educational value of children's television programs, and their ability to provide curiosity about new things, is more important than their entertainment level. When the program is shown (e.g., after school, in the evening) is far less important than its other characteristics.

IMPORTANCE OF CHILDREN'S TELEVISION PROGRAM CHARACTERISTICS

	% Extremely Important	% Extremely/ Very Important
Programs		
Provides a curiosity about new ideas, people, and places	40%	86%
Is educational	40	83
Is written/produced for children	27	72
Is entertaining	24	76
Features children's books	18	52
Is shown during the day (after school)	10	34
Is shown in the evening	8	22
Base	(707)	

Q.11: Following is a list of attributes concerning children's television. If you could select your children's programming, how important would each of these items be to you?

FAMILIARITY WITH READING RAINBOW

Seven out of ten parents are familiar with the public television program, Reading Rainbow. Parents of 5, 6, 7, and 8 year-olds are about equally likely to be familiar with the program, while familiarity is slightly higher among those with boys than among those with girls.

Familiarity with Reading Rainbow is higher in the Northeast than in the rest of the U.S., and is relatively low among single parents.

FAMILIARITY WITH READING RAINBOW

	% Familiar	Base
Total Parents	70%	(707)
Age of Child		
5 years	73	(177)
6 years	72	(176)
7 years	68	(179)
8 years	67	(175)
Sex of Child		
Female	66	(349)
Male	(73)	(358)
Region		
Northeast	(79)	(149)
North Central	68	(189)
South	68	(217)
West	67	(152)
Marital Status of Parent		
Married	72	(640)
Single	[52]	(67)

Q.12: Are you familiar with the public television program Reading Rainbow?

CHARACTERISTICS OF PARENTS FAMILIAR WITH READING RAINBOW

Parents who read books, newspapers, and/or magazines daily are more likely than less frequent readers to be familiar with Reading Rainbow.

CHARACTERISTICS OF PARENTS FAMILIAR WITH READING RAINBOW

	% Familiar	Base
Total Parents	70%	(707)
Parent(s) Read Books		
Daily	(79)	(266)
Once or twice a week	72	(181)
Less than once a week	[60]	(252)
Parent(s) Read Newspapers and/or Magazines		
Daily	(73)	(511)
Twice a week or less	62	(183)

ENCOURAGEMENT TO WATCH READING RAINBOW

Over two-thirds of parents who are familiar with Reading Rainbow encourage their child to watch the program. Girls and boys are equally likely to be encouraged to watch, as are 5, 6, 7, and 8 year-olds.

ENCOURAGEMENT TO WATCH READING RAINBOW

	% Who Encourage Child	(Base: Familiar)
Total Familiar	72%	(495)
Age of Child		
5 years	69	(130)
6 years	76	(127)
7 years	71	(121)
8 years	73	(117)
Sex of Child		
Female	74	(232)
Male	71	(263)

Q.14: Do you encourage your child to watch Reading Rainbow?

CHARACTERISTICS OF PARENTS WHO ENCOURAGE CHILD TO WATCH READING RAINBOW

Parents who read books regularly are also likely to encourage their child to watch Reading Rainbow. Frequent newspaper/ magazine reading does not appear to be linked to Reading Rainbow encouragement.

CHARACTERISTICS OF PARENTS WHO ENCOURAGE CHILD TO WATCH READING RAINBOW

	% Who Encourage Child	(Base)
Total Familiar	72%	(495)
Parent(s) Read Books		
Daily	80	(141)
Once or twice a week	74	(189)
Less than once a week	63	(136)
Parent(s) Read Newspapers and/or Magazines		
Daily	72	(374)
Twice a week or less	73	(113)
Family Book Reading		
5 or more per month	76	(399)
4 or less per month	62	(295)

REASONS ENCOURAGE CHILD TO WATCH READING RAINBOW

Parents encourage their child to watch Reading Rainbow because it is educational, is enjoyable for their child, encourages reading and is motivational.

REASONS ENCOURAGE CHILD TO WATCH READING RAINBOW

	% Giving Reason
Program is educational	93%
Program is enjoyable for child	93
Program encourages reading	91
Program is motivational	71
Better than other children's programming	39
Teacher/schools recommend or encourage program	22
Friends'/relatives' children talk about it	13
Base: Encourage	(357)

Q.15: Why do you say that?

DOES CHILD EVER ASK FOR READING RAINBOW BOOKS
(Among Those Familiar With Reading Rainbow)

Over half of all parents who are familiar with Reading Rainbow say that their child asks for books that he/she has heard about from the program. Boys and girls are equally likely to ask for books from the program. Five year-olds are slightly less likely than 6-8 year-olds to ask for such books.

DOES CHILD EVER ASK FOR READING RAINBOW BOOKS
(Among Those Familiar With Reading Rainbow)

	% Ever Ask For Books	(Base: Familiar)
Total Familiar	55%	(494)
Age of Child		
5 years	46	(130)
6 years	58	(127)
7 years	59	(121)
8 years	56	(117)
Sex of Child		
Female	55	(232)
Male	55	(263)

Q.14: Does your child ever ask you specifically for books that he/she has heard about from the Reading Rainbow program?

CHARACTERISTICS OF CHILDREN WHO ASK FOR READING RAINBOW BOOKS

Children are likely to ask for books they see on Reading Rainbow if:

- their parent encourages them to watch the program (especially strong relationship to child requests)
- their family reads books frequently
- they like to read both school work and for pleasure
- they visit the library regularly
- girls and boys are equally likely to ask for books they see on the program

CHARACTERISTICS OF CHILDREN WHO ASK FOR READING RAINBOW BOOKS

	Child Asks For Reading Rainbow	(Base)
Total Familiar	55%	(495)
Girls	55	(232)
Boys	55	(263)
Parent Encourages Reading Rainbow		
Yes	(69)	(357)
No	18	(138)
Family Book Reading		
5 or more per month	(64)	(305)
4 or less per month	38	(182)
Child Visits Library		
Once a month or more	(60)	(365)
Less than once a month	42	(126)
Child's Reading Habits		
Both school work & pleasure	(59)	(380)
Not both	35	(115)

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APPENDIX

RESPONDENT DEMOGRAPHIC PROFILE

	% of Total Parents
New England	6%
Middle Atlantic	15
East North Central	17
West North Central	10
South Atlantic	15
East South Central	6
West South Central	10
Mountain	6
Pacific	15
Rural Market Under 50,000	33
Market 50,000-499,999	21
Market 500,000-1,999,999	14
Market 2,000,000 or Over	32
Household Income Under $12,500	12
$12,500-$24,999	20
$25,000-$34,999	20
$35,000-$49,999	26
$50,000 and Over	22
Married	91
Not Married	9
Female Head Under Age 25	2
25-34 Years Old	54
35-44 Years Old	40
45 Years or Older	2
No Female Head of Household	2
Female Head is College Graduate	23
Attended College	34
Graduated High School	37
Is Not High School Graduate	4
Male Head is College Graduate	29
Attended College	26
Graduated High School	30
Is Not High School Graduate	7
No Male Head of Household	8
Age of Child	
5 Years	25
6 Years	25
7 Years	25
8 Years	25
Sex of Child	
Male	51
Female	49
Base	(707)

NATIONAL FAMILY OPINION, INC.

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EASTERN TIME

13770-01

Dear NFO Member,

My questionnaire, which I think you will find interesting, is about reading and how it relates to your child*(ren)*.

Most of my questions can be easily answered by simply placing a check in the appropriate box*(es)*. Where I have asked you to write in your answers, please be as specific as possible.

Please complete this questionnaire and return it in the enclosed postage-paid envelope.

Thanks so much for your cooperation!

Sincerely,

Carol

Carol Adams

When responding to the following questions, please think about the child whose age and sex is listed on the attached card. Keep in mind the questions refer to the overall reading habits of all parents in the household with the child.

1. How many **newspapers** would you say your family brings into your home for pleasure reading, on a **weekly basis**?

   # newspapers per week _____

2. How many **magazines** would you say your family brings into your home for pleasure reading, on a **monthly basis**? **(INCLUDE SUBSCRIPTIONS AND THOSE PURCHASED AT A STORE/STAND)**

   # magazines per month _____

3. How many **books** would you say your family brings into your home for pleasure reading, on a **monthly basis**?

   # books per month _____

4. Looking at the list of statements below, check the box that best describes how often you read for **pleasure** in your family? **(CHECK ONE BOX FOR EACH STATEMENT)**

	Daily	Once Or Twice A Week	Once Or Twice A Month	Every Couple Of Months	Rarely Read
As a parent(s), I read with/to my child	1☐	2☐	3☐	4☐	5☐
My child initiates reading by himself/herself	1☐	2☐	3☐	4☐	5☐
My child reads with siblings and/or playmates ..	1☐	2☐	3☐	4☐	5☐
I, as a parent(s), read newspapers and/or magazines	1☐	2☐	3☐	4☐	5☐
I, as a parent(s), read books	1☐	2☐	3☐	4☐	5☐

5. Which of the following best describes your child's reading habits? **(CHECK ONE BOX)**

   1 ☐ Loves to read for the pleasure of reading both at school and home
   2 ☐ Reads what is necessary for school work, but not much pleasure reading
   3 ☐ Not very interested in reading school work, but is interested in pleasure reading
   4 ☐ Not very interested in reading for either school or pleasure

6. How often would you say your child visits the library? **(CHECK ONE BOX)**

   1 ☐ Daily
   2 ☐ Once or twice a week
   3 ☐ Once or twice a month
   4 ☐ Every couple of months
   5 ☐ Rarely/never

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7. Comparing **reading** *(for enjoyment)* against the following activities, would you say your child would be more, less, or equally interested in reading if the other option was ... **(CHECK ONE BOX FOR EACH OPTION)**

	More Interested In Reading	Like Reading Equally	Less Interested In Reading
Watching T.V.	1☐	2☐	3☐
Outdoor play	1☐	2☐	3☐
Indoor play	1☐	2☐	3☐
Video games	1☐	2☐	3☐

8. How concerned would you say you are, as a parent(s), that your child develops strong ... **(CHECK ONE BOX FOR EACH)**

	Extremely Concerned	Very Concerned	Somewhat Concerned	Not Very Concerned	Not At All Concerned
Functional reading related skills	5☐	4☐	3☐	2☐	1☐
Interest in reading for pleasure	5☐	4☐	3☐	2☐	1☐

9. In your personal opinion, what impact would you say your child's interest in reading (at a young age) will have on his/her future success as an adult? Would you say it will have ... **(CHECK ONE BOX ONLY)**

1 ☐ No impact at all
2 ☐ A minor impact on his/her success
3 ☐ There is a direct correlation between reading and success

10. What do you do, *if anything*, as a parent to **encourage** your child to read for pleasure? **(CHECK ALL THAT APPLY)**

	Daily	Once Or Twice A Week	Once Or Twice A Month	Every Couple Of Months	Rarely
Read to/with them	1☐	2☐	3☐	4☐	5☐
I Read myself to set an example	1☐	2☐	3☐	4☐	5☐
Take my child(ren) to the library	1☐	2☐	3☐	4☐	5☐
Reward them for reading	1☐	2☐	3☐	4☐	5☐
Set aside time to read	1☐	2☐	3☐	4☐	5☐
Buy them books as gifts	1☐	2☐	3☐	4☐	5☐
Other (Specify):_____	1☐	2☐	3☐	4☐	5☐

11. Following is a list of attributes concerning children's television. **If you could select your children's programming**, how important would each of these items be to you? **(CHECK ONE BOX FOR EACH)**

	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not At All Important
Program is educational	5☐	4☐	3☐	2☐	1☐
Program is entertaining	5☐	4☐	3☐	2☐	1☐
Program is shown in the evenings	5☐	4☐	3☐	2☐	1☐
Program is shown during the day *(after school)*	5☐	4☐	3☐	2☐	1☐
Program is written/produced for children	5☐	4☐	3☐	2☐	1☐
Program features children's books	5☐	4☐	3☐	2☐	1☐
Program provides a curiosity about new ideas, people and places	5☐	4☐	3☐	2☐	1☐

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12. Are you familiar with the Public Television program **Reading Rainbow**?

1 ☐ **Yes – (CONTINUE)**
2 ☐ **No – (THANK YOU FOR YOUR RESPONSES, PLEASE RETURN THE QUESTIONNAIRE IN THE ENCLOSED POSTAGE-PAID ENVELOPE.)**

13. Does your child ever ask you specifically for books that he/she has heard about from the **Reading Rainbow** program?

1 ☐ Yes
2 ☐ No

14. Do you encourage your child to watch **Reading Rainbow**?

1 ☐ **Yes – (CONTINUE)**
2 ☐ **No – (STOP HERE, RETURN QUESTIONNAIRE)**

15. Why do you say that *(your answer to Qu. 14)*? **(CHECK ALL THAT APPLY)**

1 ☐ Program is educational
2 ☐ Program is motivational
3 ☐ Program is enjoyable for child
4 ☐ Better than other children's programming
5 ☐ Teachers/schools recommend or encourage program
6 ☐ Friends'/relatives' children talk about it
7 ☐ Program encourages reading
8 ☐ Other (Specify)_____

THANK YOU VERY MUCH FOR YOUR ASSISTANCE! PLEASE RETURN THIS QUESTIONNAIRE IN THE POSTAGE-PAID ENVELOPE PROVIDED.

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